

CARLSBAD VILLAGE has a colorful history reaching at least back to the 1880's when the rail line linking San Diego and Los Angeles was constructed. In the mid-1880's an underground mineral water stream was tapped by John A. Frazier and the City was later named after the European spa city of Karlsbad, Bohemia in an effort to promote the fledgling City. The Village Area experienced early days of glory with the construction of large hotels and spas, but one hundred years later, by the 1980's, was beset by problems common to many older downtowns. Buildings were in many cases seriously dilapidated, competition from modern shopping centers had sucked away much of the area's commercial vitality and the small lot sizes and patterns made new construction to current City development standards difficult and in some cases impossible. In response to these problems, the Carlsbad Housing and Redevelopment Commission established the Village Area as a Redevelopment Project Area under California Redevelopment Law in 1981 (*Figure 1*). Using the powers granted by that law, the City proceeded to address blighted conditions within the Village. Codes were enforced, some properties were acquired, public parking lots were established, overhead utilities were undergrounded, public improvements were constructed and a host of other actions were taken with highly visible results. The Redevelopment Plan and accompanying Village Design Manual were used as the basis for the City's Local Coastal Plan under the California Coastal Act and a separate chapter of the City's Zoning Ordinance was prepared for the Village Redevelopment Area.

History

In 1986, a Carlsbad Redevelopment Area Economic, Circulation and Design Study was undertaken by private consulting team to assess the progress which had been accomplished since 1981 and to set planning, design and implementation priorities for the immediate future. Those studies and the resulting public improvements served to reinforce the visions of the Village as outlined in the original Village Design Manual, which was updated in 1988. After ten (10) years of effort in redeveloping the Village Area, the Carlsbad Redevelopment Agency decided it was time again to step back and look at the actions that had been taken to date to eliminate blight and economically enhance the downtown area. In 1992, the Agency initiated a comprehensive review/planning process to refine the vision for the downtown area, establish more appropriate land use requirements, define a supportive development scale and character, and develop a new strategy to further guide and coordinate public and private investment within the Village Redevelopment Area. The primary purpose of the comprehensive review was to establish a "vision" for what the Village would look like when the term of the Redevelopment Plan expires and then develop the "roadmap" for getting to the vision of the future downtown. It was very important for the Redevelopment Agency to take a look at "where it had been" and "where it was going." Extensive interviews with Carlsbad residents, business people, property owners, and community leaders were conducted and public workshops were held to assist in defining problems and the future role of the Village within the City of Carlsbad. Technical studies addressing land use, circulation, parking and future economic potentials were completed by the consultant team, led by the Cannon Design Group. To assist in providing further insight into the history and future vision for the Village Area and to provide community feedback, the City Council appointed an eleven member (with 2 alternates) Master Plan Citizens Advisory Committee. The committee consisted of: one Planning Commissioner; one Traffic Safety Commissioner; two Housing and Redevelopment Advisory Committee Members; one representative of the Village Business Association; one Village Business Owner; one citizen-at-large; and, one representative from each of the four quadrants of the City. There were also two alternates assigned to the Committee which generally served as full voting members related to the various actions taken by the Committee. The Master Plan Advisory Committee held extensive public meetings to review and comment on the consultant team's evaluation of current problems, recommended strategies and proposed land use, parking and design regulations. The Committee provided an excellent representation of interested parties throughout the City and was quite effective in identifying a "vision" for the Village Redevelopment Area and developing appropriate goals and objectives for future activities.

HOW TO USE THE VILLAGE DESIGN MANUAL

This flow chart is intended to assist persons in understanding the organization of this Village Design Manual.

- Project Idea
- Review Village Vision and Goals for Area (Chapter 1)
- Identify Land Use District in which site is located (Chapter 2)
- Review Land Uses for Identified District (Chapter 2)
- Review special development criteria, if appropriate (Chapter 2)
- Review development standards (Chapter 3)
- Review design guidelines (Chapter 4)
- Review signage guidelines/standards (Chapter 5)
- Review parking requirements and options (Chapter 6)
- Design review and development approval process (Chapter 7)
- Meet with Housing and Redevelopment staff

In developing the Manual, the intent was to provide an easy to read document which progresses in a rational approach based on the order in which project applicants will need to resolve questions and issues as related to a proposed project or activity to be developed within the Village Redevelopment Area.

The Manual can be used for the purposes of determining the acceptability of a project and the regulations governing development in the Village. It is organized in a manner which allows a project applicant to move from the basic question regarding permitted/ desired land uses to the more complex issues related to project design and the process to gain approval of the project by the City/ Redevelopment Agency.

If at any time, a project applicant is in doubt about a project or is confused by the information provided within this Manual, he/she is encouraged to contact the City of Carlsbad's Housing and Redevelopment Department directly for clarification purposes. It is also always recommended that a project applicant meet directly with staff of the Housing and Redevelopment Department before proceeding with the final submittal of a project application.

VILLAGE VISION

The **VISION** for the Village Redevelopment Area of Carlsbad is:

- The Village has a distinct visual identity that makes it unique and a memorable place with identifiable landmarks.
- The Village strives for excellence through high quality, well-designed private development and public improvements.
- The Village accommodates a wide range of land uses and also serves as a specialty retail center for the entire City of Carlsbad.
- The Village has a strong civic character and provides a place for people to come to be a part of important community events.
- The Village is a comfortable and safe place to work, shop, visit and live.
- The Village demonstrates a welcoming attitude and a spirit of cooperation to new businesses and developers who are interested in becoming a part of the downtown.

Village Goals and Objectives

The goals and objectives outlined within this section have been established to guide and direct

redevelopment activities to help make the "vision" a reality.

GOAL 1: Establish Carlsbad Village as a Quality Shopping, Working and Living Environment

Objectives:

- 1.1 Remove blighting conditions from the Village.
- 1.2 Retain and increase uses serving Carlsbad residents.
- 1.3 Attract additional tourist-serving uses.
- 1.4 Encourage uses which are complementary to the new rail station.
- 1.5 Reinforce pedestrian retail continuity within the Village commercial areas.
- 1.6 Limit commercial development in and adjacent to residential neighborhoods.
- 1.7 Improve the condition and appearance of the current Village housing stock.
- 1.8 Increase the number, quality, diversity and affordability of housing units within the Village.

GOAL 2: Improve the Pedestrian and Vehicular Circulation in the Village Area.

Objectives:

- 2.1 Minimize pedestrian/vehicular conflicts along major pedestrian walkways.
- 2.2 Provide a stronger pedestrian linkage between Carlsbad Boulevard and State Street.
- 2.3 Establish a quality pedestrian environment along North State Street.
- 2.4 Improve access to North State Street.
- 2.5 Establish sidewalks throughout the Village area.
- 2.6 Promote use of rail transit and other modes of public transportation to improve vehicular and pedestrian circulation throughout the Village.

GOAL 3: Stimulate Property Improvements and New Development in the Village

Objectives:

- 3.1 Establish development standards which recognize the unique small lot conditions within the Village.
- 3.2 Establish a parking program which allows off-site parking in public lots with payment of a fee.
- 3.3 Increase the intensity of development within the Village.
- 3.4 Encourage mixed use development projects in the Village.
- 3.5 Provide greater certainty as to acceptable land uses and development intensities.
- 3.6 Simplify the project application and review process.

GOAL 4: Improve the Physical Appearance of the Village Area.

Objectives:

- 4.1 Reinforce the Village character with appropriate site planning, architectural design and signage guidelines and standards.
- 4.2 Establish commercial buildings whose scale and character are compatible with Village residential neighborhoods.
- 4.3 Minimize the land area required to accommodate additional parking in the Village, anticipating the need for structured parking.
- 4.4 Create a sense of design unity and character while encouraging design diversity.
- 4.5 Require design sensitivity to surrounding development within the area.

GOAL 5: Provide signage which is supportive of commercial vitality and a unique Village image.

Objectives:

- 5.1 Reinforce the positive image of Carlsbad Village with appropriately designed and scaled signage.
- 5.2 Use signage to establish a unique visual image for the Village.
- 5.3 Encourage pedestrian-oriented signs.

- 5.4 Ensure that signage is compatible with the architecture of each structure and its unique location.
- 5.5 Encourage signs which reflect the special type or personality of each business.

Goals and Objectives

ORGANIZATIONAL CONCEPT Carlsbad Village shall provide a unique mixed use set of districts combining shopping, and living facilities within a compact, pedestrian-oriented environment. The heart of the Village "Carlsbad Village Center", contains a vital mix of shopping, dining, and visitor services. It is surrounded by seven (7) support areas, each of which emphasizes a specialized land use function while containing a mix of uses appropriate to the urban village environment. *Figure 2* reflects the boundaries of the seven (7) functional components of the Village. On the pages to follow, a description is provided of each functional component of the Village. The Functional Components of the Village include:

- ☐ Carlsbad Village Center
- ☐ Office Support Area
- ☐ Residential Support Area
- ☐ Hispanic Mixed Use Area
- ☐ Freeway Commercial Area
- ☐ Service Commercial Area
- ☐ Tourism Support

FUNCTIONAL COMPONENTS *Carlsbad Village Center* Carlsbad Village Center shall provide a lively mix of shops, restaurants, entertainment uses, visitor accommodations, and commercial services contained in an environment which emphasizes pedestrian convenience and a high degree of architectural, landscape and urban design quality. It is the heart of the Village and a major focus of community and regional activity. The City's

unique history is celebrated here at its early nucleus and the visual environment is enriched with works of art, flowers and a unique architectural character. **Commercial Support Uses** Convenience service shops and other businesses. **Visitor Accommodations** Hotels, condominiums, bed and breakfast inns and shops to serve travelers along the coast highway.

Public Transit Hub A commuter rail station and public transit transfer area.
Entertainment Uses Cinemas and other entertainment uses to attract weekend and nighttime activity to Village.

Retail Shops A diversity of shops to serve Carlsbad residents, tourists and regional shoppers.
Restaurants

A variety of eating establishments with both indoor and outdoor dining areas.

Carlsbad Village Drive Terminus Visual improvements and new development north of Carlsbad Village Drive to link the Village more strongly with the city's ocean frontage. **Joint Use Parking** Public parking lots and structures to allow small lot development and support a strong pedestrian environment.

Courtyards Landscaped areas in the middle of blocks for outdoor dining and entrances to small shops. **Heritage Buildings** Preservation and renovation of structures reflecting Carlsbad's unique history plus a new Carlsbad History Museum.

FUNCTIONAL COMPONENTS *Carlsbad Village Center Village Character*

Strong emphasis upon pedestrian amenities, Village scale buildings, unique signs and colorful landscaping. **Public Art** Sculpture, murals, mosaics and special paving.

FUNCTIONAL COMPONENTS *Office Support Area* A mix of uses extends the Village Center vitality eastward between Carlsbad Village Drive and Grand Avenue with an emphasis upon small office structures designed to reinforce a Village scale and character. Individual buildings set back from the street and surrounded by landscaping provide a quality office environment within easy and pleasant walking distance of shops and restaurants.

Alley-Oriented Parking Parking access from alleys to minimize curb cuts, reduce pedestrian/vehicle conflicts and limit views of parking areas from the street. **Below Grade Parking** Parking located below buildings where feasible to allow more development and landscaped area. **Reduced Street Widths** Landscaped medians or landscaped parkways where traffic volumes permit. **Street Trees** Special landscaping to visually link the area with the Carlsbad Village Center. **Shops and Services** Retail shops and other service commercial uses. **Financial Institutions** Banks and other financial institutions serving downtown businesses and the city as a whole. **Infill Development** Conversion over time of older bank drive up window facilities to more intensive commercial uses. **Landscaped Setbacks** Lawn and ground cover between sidewalks and buildings and between adjacent buildings.

Village Scale Offices

Small office buildings designed to be compatible with adjacent retail and residential buildings.

North State Street Mixed Use Conversion over time of automotive and industrial areas to residential and supportive commercial uses with a strong pedestrian orientation to North State Street. **Residential Neighborhood** Preservation, enhancement and expansion of the existing residential area to create a highly livable neighborhood. **Railroad Right-of-Way Reuse**

Removal of blighted uses and conversion to residential, recreation and open space uses.

Enhanced Pedestrian Linkages New through-block pedestrian paths to allow easier pedestrian access from residences to North State Street. **Housing Diversity** A wide variety of housing types and sizes to encourage use of the commuter rail station. Housing units above commercial uses along North State Street. **Cottage Scale** Houses, townhouses and apartments which are compatible with a village character and the existing small houses in the neighborhood.

FUNCTIONAL COMPONENTS

Residential Support Area

Small homes, condominiums, and apartments are located in close proximity to shops, restaurants and the commuter rail station serving Downtown San Diego. The area provides a rich mix of housing types and emphasizes a sense of neighborhood through a close relationship to Village residential streets. North State Street will, over time, redevelop into a mix of supportive uses with a strong emphasis upon new residential development including smaller, affordable units near public transit.

Day Care Facilities Child care centers to serve the Village residents and enhance the use of the commuter rail station. **Neighborhood Amenities**

Seating areas, mini-parks, tot lots, and other small scale improvements to enhance the livability and social intercourse of the neighborhood.

FUNCTIONAL COMPONENTS *Tourism Support Area* Hotels, time share condominiums, restaurants and shops to serve visitors to Carlsbad's ocean front and travelers along the coastal highway serve as lower intensity extensions of the Village Center's uses along Carlsbad Boulevard.

Visitor Accommodations Hotels, bed and breakfast inns and other facilities serving tourists and travelers along the coastal highway. **Tourist Retail** Shops serving the special needs of traveler. **Restaurants** A diversity of restaurants serving residents and visitors.

Multi-Family Residential Condominiums and apartments within easy walking distance of the rail station. **Landscaped Setbacks** Lawn areas and informal landscaping to reinforce the

existing character of the area. **Army and Navy Academy** Continued presence of the Academy but recognition of the property's resort development potential if the Academy ever relocates.

Tourism Uses

Shops and restaurants with a unique Hispanic flavor to enrich visitor's

experience in the Village. **Local Serving Commercial Uses** Shops, offices and commercial services to meet the needs of the local neighborhood and city population. **Residential**

Preservation Retention of existing houses along the east side of Roosevelt Street.

Shopkeeper Units Encouragement of mixed use involving a live/work arrangement. In a shopkeeper unit, the owner of a retail business could live above the shop.

Hispanic Character Emphasis upon stucco, clay tiles and other elements common to a Hispanic architectural theme.

Building Setbacks Paved and landscaped setbacks to allow outdoor dining and the display of retail merchandise. **Colorful Landscaping** Plazas, stairs, walls and balconies enhanced by

flowering plants.

FUNCTIONAL COMPONENTS *Hispanic Mixed Use Area* Tourist and local serving commercial uses are emphasized within a colorful, ethnic-oriented environment featuring flowers and a special architectural character celebrating the adjacent Barrio's Hispanic heritage.

Outdoor Dining

Street frontage and courtyards.

FUNCTIONAL COMPONENTS *Freeway Commercial Area* Commercial services and other convenient uses serving Carlsbad residents and travelers along Interstate Highway 5 are conveniently located adjacent to freeway ramps. *Service Commercial Area* Commercial services and continued employment opportunities support both the Village Center and adjacent Hispanic Mixed Use area while allowing gradual change to include both supportive commercial and residential development.

Traveler Services Service stations, motels, restaurants and convenience stores to serve Carlsbad residents and travelers. **Improved Village Character** Future development more oriented to Carlsbad Village Drive with parking located behind buildings.

Light Industrial Uses Continuation of current and similar uses including the possible relocation of some North State Street automotive businesses. **Landscaping Buffering** Additional landscaping along the Tyler Street frontage to improve the area's appearance and screen industrial uses from view of Roosevelt Street development.